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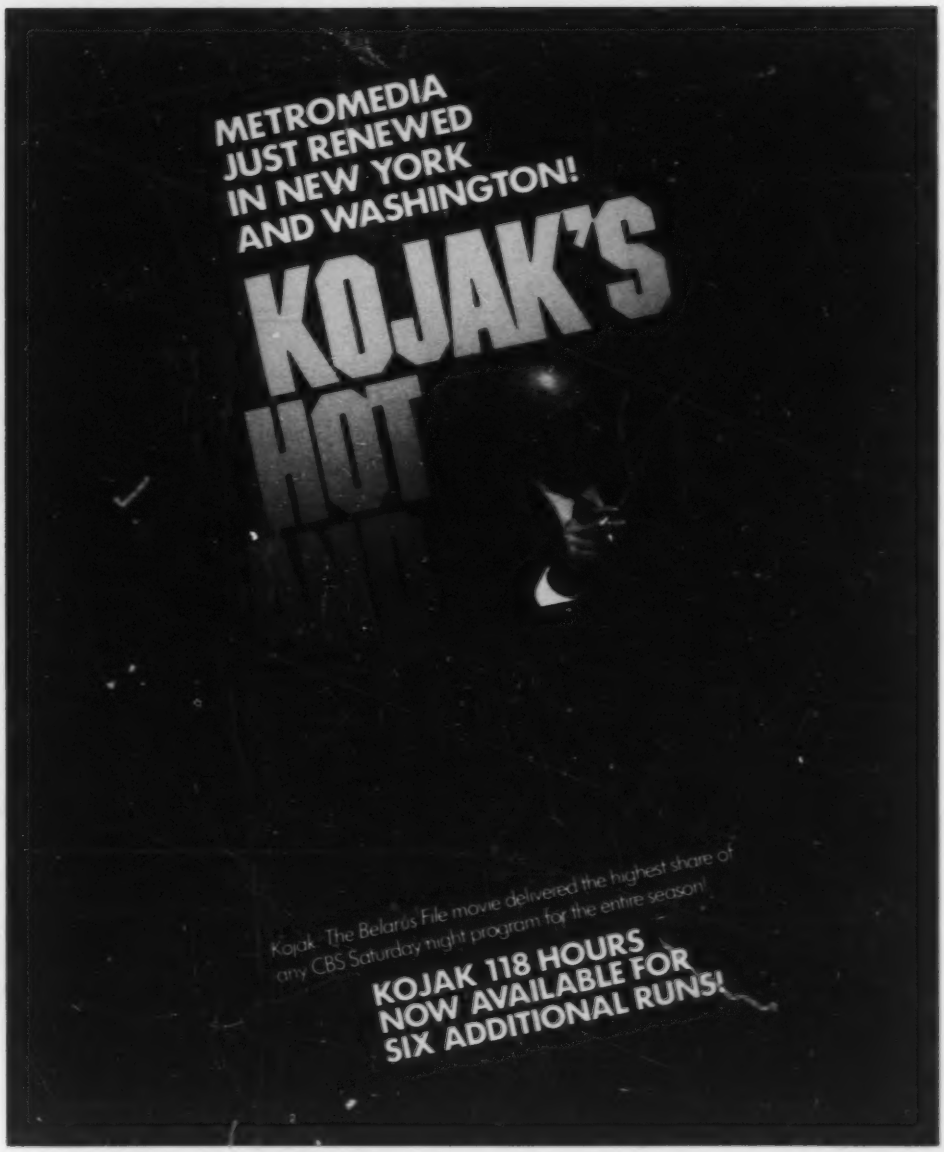
The Fifth Estate

Broadcasting ϟ Mar18



54th Year 1985
The growing boomlet in TV stereo
New life in old shows

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CONGRESSNL INFO SRV
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2081 4SRI AQ668I SIA JUN/85

Vol. 108 No. 11

Broadcasting Mar 18

AM daytimers get boost in 80-90 allocations
Stereo television: coming of age
Old television shows: forever young

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Broadcasting (ISSN 0007-2028) is published 52 Mondays a year by Broadcasting Publications Inc., 1735 DeSales Street, N.W. Washington, D.C. 20036. Second-class postage paid at Washington, D.C., and additional offices. Single issue $2 except special issues $3.50 (50th Anniversary issue $10). Subscriptions, U.S. and possessions: one year $65, two years $125, three years $175. Canadian and other international subscribers add $20 per year. U.S. and possessions $170 yearly for special delivery, $100 for first-class. Subscriber's occupation required. Annually: *Broadcasting* □ *Cablecasting Yearbook* $85. *Across the Dial* $6.95. Microfilm of *Broadcasting* is available from University Microfilms, 300 North Zeeb Road, Ann Arbor, Mich. 48106 (35mm, full year $55). Microfiche of *Broadcasting* is available from Bell & Howell, Micro Photo Division, Old Mansfield Road, Wooster, Ohio 44691 ($37/yr.). Postmaster please send address corrections to *Broadcasting*, 1735 DeSales St., N.W. Washington, D.C. 20036.

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Bates survey shows media costs outpacing inflation

Only spot television and spot radio stay below 10-year CPI numbers

All but two of the nine major advertising media components will have boosted their costs-per-thousand farther and faster than the rise in general inflation in the decade extending through 1985, according to a media trend analysis by Ted Bates Advertising, New York.

The two categories with cost increases below the rate of inflationary growth: spot television and spot radio.

The Bates study, latest in a long series of annual media trend analyses by the agency, uses media cost and consumer price index (CPI) data for the years 1976-1984 and estimates data for the current year. On this basis, Bates figures that by the end of 1985, the CPI will be 90% higher than it was in 1976, while spot television's C-P-M will have risen 79% and spot radio's 80% over the same 10-year span.

For the other major media elements, Bates estimates that the 10-year C-P-M growth will amount to 210% for evening network television, 143% for daytime network TV, 100% for network radio, 119% for magazines, 123% for newspapers, 116% for newspaper supplements and 126% for outdoor.

For all of the analyzed media elements collectively, including spot radio and spot TV, Bates expects the 10-year increase in C-P-M to be 122%, or 36% more than the CPI's rise in the same period.

The study, which Bates titled "A Decade at the Races," also compared the relationship between CPI and C-P-M's of all the media elements individually, to see if there might be some meaningful connection. It found "a mixture of peaks and valleys which dramatically illustrates that there is no apparent correlation between C-P-M and inflationary growth."

While most C-P-M's rose more than the CPI, Bates noted that some C-P-M's rose considerably more than others. For instance:

"This decade began, for both network television elements, with C-P-M increases that substantially exceeded those of the CPI. When compounded over the entire 10-year period, these collective network increases have led to an overall C-P-M growth that greatly exceeds inflation. Daytime network television posted an aggregate increase of 143%, and evening network television exhibited an alarming 210% C-P-M increase, representing the largest increase of all re-

Cost-Per-Thousand Trends

	Day Net TV	Eve Net TV	Spot TV	Net Radio	Spot Radio	Magazines	Newspapers	Supplements	Outdoor	Other
1976	0	0	0	0	0	0	0	0	0	0
1977	29	26	5	8	9	9	8	18	8	7
1978	39	38	5	17	15	20	17	20	20	16
1979	46	55	14	23	21	28	26	30	34	29
1980	62	76	23	32	29	44	39	43	48	46
1981	74	88	30	41	38	60	57	58	63	61
1982	90	132	41	51	46	77	74	78	80	70
1983	100	149	52	65	57	88	91	86	91	76
1984	116	186	69	82	68	101	108	99	109	83
1985 (est.)	143	210	79	100	80	119	123	116	126	90

National Expenditure Trends

	Net TV	Spot TV	Magazines	News/ Supplements	Radio	Outdoor	CPI
1976	100	100	100	100	100	100	100
1977	121	102	121	110	110	115	107
1978	139	121	145	115	123	122	116
1979	161	133	164	132	133	141	129
1980	180	152	176	146	154	144	146
1981	195	173	197	168	178	166	161
1982	217	202	207	183	189	185	170
1983	246	223	237	204	214	203	176
1984	284	253	271	224	246	218	183

Average Yearly Percent Increase in C-P-M

Category	76-79	80-81	1982	1983	1984	1985 *
Broadcast						
Daytime network TV	17	9	9	5	8	12
Evening network TV	14	10	24	7	15	9
Spot TV	10	6	9	8	11	6
Network radio	8	8	7	10	10	10
Spot radio	8	7	6	7	7	7
Print						
Magazines	7	11	11	6	7	9
Supplements	8	10	12	5	7	8
Newspapers	9	12	10	10	9	7
Outdoor						
Posters	9	10	10	6	8	8
CPI	8	11	6	3	4	4

* projection

Top and bottom tables report trends in index form, with 1976, the base year, indexed at 100. Estimates are based on unit costs of 30 seconds for TV and network radio, 60 seconds for spot radio, one page four-color for magazines, milline black and white for newspapers, one page four-color for supplements, and 100 showing for outdoor through 1981 and increases in 50 showing for 1982-85. C-P-M's are based on women 18+ for day network, total persons 2+ for evening network, TV households for spot TV, persons 12+ for radio, circulation for magazines, newspapers and supplements and total population for outdoor. Sources for audience information: network and spot TV, A.C. Nielsen; network radio, RADAR; spot radio, Arbitron; magazines, Magazine Publishers Association; newspapers, Newspaper Advertising Bureau; supplements, Standard Rate & Data; outdoor, Outdoor Bureau and estimates. Advertising expenditure and GNP data from Television Bureau of Advertising. CPI is based on increases in yearly average rather than December to December. Figures for 1985 are Ted Bates estimates.

ported media elements.

"Thus both network dayparts not only outdistanced inflation but all other media elements as well. Contrast this network television performance with spot television's increase of only 79% and it is apparent that the television network/spot C-P-M relationship has undergone a major change, obviously favoring the spot medium."

Network and spot radio C-P-M increases, the study continues, "lagged behind inflation for much of the decade" but in the last few years have "exceeded the moderate CPI growth rate and are now at comparable levels to that of inflation—100% for network radio and 80% for spot radio, versus 90% for inflation."

The print media and outdoor "closely shadowed the path of inflation through 1981," the report says, but since then have risen "considerably" more than the CPI and thus "ended the decade substantially ahead of inflation."

Reviewing the 10 years, Bates noted "a dramatic rise" in the costs of all media early in the period, followed by much slower growth in 1980-81, even though the CPI's growth rate was peaking then at 11% a year. But then, when inflation began to cool and further moderation in costs seemed a reasonable expectation, Bates said, an outbreak of increases turned 1982 into "a boomerang year, a banner year for media C-P-M increases." The next year, however, the CPI's growth rate dropped to 3% from 6% and media C-P-M's seemed "finally" to have joined "the disinflation trend in the economy" even though in most cases their increases were "at least double that of the inflation rate."

As for 1984, Bates calls that the year of "the big gap," when the distance between inflationary growth and the increase in media costs remained wide and in some cases widened even though the CPI growth was down to 4%.

"Network television, as usual, continued to lead the pack with a 15% C-P-M increase in prime time and an 8% increase in daytime," the report asserts. "These were considerably higher increases than in the previous year and were partially due to the influence the Olympics and national elections had on the network television marketplace. Spot television also had a larger C-P-M increase (11%) than in the previous year, also due in part to increased local activity relating to the Olympics and national elections.

"Radio repeated its increases of the previous year—10% for network and 7% for spot. [Of the] print media, magazines and supplements both experienced a slight increase to 7%, while newspapers declined to 9%. Outdoor C-P-M's increased moderately over the previous year to 8%."

For advertising as a whole, the 10-year period was "a healthy one," Bates said, with advertising volume outpacing the growth of gross national product (GNP) in every year but one (1977, when their growth rates were equal). As a percentage of GNP, advertising volume "has been steadily increasing since the beginning of the decade, reaching 2.37% in 1984 and in 1985 a projected 2.44%, which represents the highest point in the last quarter of a century."

In addition, Bates continued, "throughout the decade the percentage of national advertising expenditures to local expenditures has remained fairly consistent at 27% to 28%, a relationship that is expected to continue."

National advertising expenditures for six broad media categories far exceeded the CPI increases of 90% for the decade, ranging from a high of 184% for network television to a low of 118% for outdoor. Within that range, spot TV expenditures were up 153% for the 10-year period, radio was up 146%, magazines were up 171% and newspapers and supplements together were up 124%.

And what of 1985? Bates sees it as "a good year from an inflation standpoint," with CPI growth remaining steady at 4% and with "most media C-P-M increases [reflecting] little change from 1984." The agency also observes "an interesting phenomenon" in that "the two network television elements appear to be reversing themselves, with daytime network television posting a 12% increase versus 8% in 1984, while the evening network television C-P-M increase declines substantially from 15% in 1984 to 9% in 1985."

"With the Olympics and the national election variable eliminated," Bates concludes, "spot television C-P-M growth will be virtually halved—a 6% C-P-M increase. Radio is expected to hold the line once again with the same C-P-M increases as those of the previous year (10% for network and 7% for spot). Magazines and supplements should see a slight rise to 9% and 8% respectively, while newspapers will post their lowest increases of the decade—7%. Outdoor should remain constant at an 8% increase."

The report ends with an assessment and a hopeful note:

"This analysis underscores the dynamic changes in the relative C-P-M performance of the nine media elements in the last decade. The television network elements, manifesting the largest increases over the last 10 years, have today become considerably more expensive, especially in relation to the media elements at the other end of the spectrum, in particular spot television. These shifts in C-P-M relationships among media elements mandate a continuing reassessment by advertisers/agencies regarding media values and options.

"If inflation continues to be controlled, hopefully the decade's historical spread between media increases and CPI will narrow in the future and advertisers will be offered some relief from escalating C-P-M trends they have had to contend with in the last decade." □

Getting the most of ad research

ARF conference spells out new methodology for developing better television advertising

The latest developments in research and its contributions to advertising were outlined last week at the 31st annual conference of the Advertising Research Foundation

Approximately 2,000 executives gathered at the New York Hilton for two days of discussions on subjects including briefer television commercials, media research expenditures and the new electronic media.

The importance of research in launching a new product was explored by Charles E. Overholser, senior vice president and director of strategic planning, Kenyon & Eckhardt. He focused on California Cellars wine, which was launched in 1979, after research showed that the wine category had a high projected growth rate.

Additional research, he continued, showed that the main thrust of the advertising should be toward the frequent wine drinker who buys according to taste. The advertising emphasis, he said, was on a blind taste test of wines by the frequent wine drinkers, which was placed on TV and in newspapers.

Jack J. Honomichi, president of the Marketing Aid Center, reported on an ARF-sponsored study on advertising/media audience research expenditures. Based on information supplied by 13 research organizations, Honomichi said, 8,037 television commercials were tested in 1984, up from 6,357 in 1978 but down from 8,066 in 1983.

Including both the broadcast and the print media, Honomichi said, advertising testing activity in 1984 was 26% higher than in 1978 but slightly down from 1983. He said he had tried to set up indices for local radio and TV stations in the top 25 markets but said the number of cooperating stations was too low. He noted that only 16 TV stations and 21 radio stations participated in the study. He said the 21 radio stations spent a total of slightly more than $2 million in 1983, up from $1.6 milion in 1982. In television, the 16 reporting stations invested about $3.5 million in 1983, an increase of 15% over 1982.

Edith Gilson, senior vice president in charge of research and planning for the J. Walter Thompson Co., reported on a study among 5,600 adult respondents on their views toward shorter television commercials. Gilson said the study corroborated JWT's belief that 15-second spots can be effective but had some drawbacks. She pointed out that respondents described 15's as "less warm, less believable but more irritating and more confusing." She said copy research must be undertaken to define these limitations within individual commercials.

"The shorter-length commercial can be a very effective and value-added message unit," she maintained, "provided we execute them with high regard for their quality and viewer appeal and we exercise responsible restraint in their proliferation."

Laurence N. Gold, vice president, marketing, Electronics Research into Marketing Information Services, A.C. Nielsen Co., discussed the upcoming test of ERIM next month in Springfield, Mo., and Sioux Falls, S.D. In this project, the accent will be on test marketing of new products. Test commercials will be delivered to both cable and non-cable homes, he said, so that the bias of cable-only systems will be eliminated. □

INTV logs spot dollars of top advertisers

Association says top 25 spot advertisers placed 55% of their budgets on independents; Procter & Gamble leads list of advertisers on indies

The 25 biggest spot television advertisers last year put $774,792,000, or 55% of their spot-TV budgets, on independent television stations, according to estimates by the Association of Independent Television Stations (INTV). The independents' own 25 best customers spent $790,007,000, or 58% of their spot outlays, with them.

Many of television's 25 biggest spot spenders—a list determined by estimates collected for the Television Bureau of Advertising by Broadcast Advertisers Reports—put the bulk of their 1984 spot money on independents, according to INTV. Among them: Procter & Gamble, 67%; General Mills, 79%; General Foods, 62%; Anheuser-Busch, 84%; Hasbro-Bradley, 94%; Warner-Lambert, 82%, and Toyota Motor Sales, 52% (see chart).

INTV found little quarter-to-quarter variation in independent usage by the big spenders. A comparison of the top 25 for the full year with the top 25 for the first three quarters found 23 advertisers on both lists. The exceptions were Hasbro-Bradley and Mattel, seasonal advertisers of toys (which channelled 94% and 95% of their respective full-year budgets into independent television). Otherwise, INTV said, the top 25 did not vary much in the full year from the share patterns established in the first nine months: Anheuser-Busch went from 87% in the first three quarters to 84% for the full year; Nabisco went from 53% to 59%; Reynolds Metals from 66% to 63%.

INTV said that to estimate independent shares of spot spending, BAR data was used for 15 markets selected from BAR's 75-market universe. The 15 were said to be representative of BAR's markets where independents compete with affilates, and to approximate the number of independent stations per market, and their share per market, as found in BAR's 75-market universe. The 15 markets, which represent 42% of the TV homes and 45% of the advertising volume of the 75 markets, were New York, Chicago, Los Angeles, Philadelphia, San Francisco, Washington, Dallas, St. Louis, Denver, Indianapolis, Nashville, New Orleans, Norfolk, Va., Tampa, Fla., and Alberquerque, N.M.

BAR's unit-cost estimates were used throughout, according to INTV, which also offered this caution: "The average independent share of spot TV revenue may be inflated because cost estimates do not distinguish between barter (nonpaid) and paid spot TV activity. The BAR 15-market analysis reflects data for all monitored weeks within the quarter. The use of this data is for targeting advertisers and targeting share." □

Top 25 spot advertisers, 1984

Company	Total spot TV expenditures ($000)	Independent share (%) of spot TV dollars	Independent expenditures ($000)
1. Procter & Gamble	$239,329,000	67%	$160,350,000
2. General Foods	96,673,000	62	59,937,000
3. General Mills	91,025,000	79	71,910,000
4. Pepsico	84,984,000	40	33,994,000
5. Coca-Cola	60,633,000	51	30,923,000
6. Lever Bros.	59,122,000	42	24,831,000
7. Toyota Motor Sales	58,337,000	52	30,335,000
8. Beatrice	56,146,000	25	14,037,000
9. Anheuser-Busch	53,647,000	84	45,063,000
10. Dart & Kraft	52,832,000	41	21,661,000
11. Philip Morris	44,809,000	44	19,716,000
12. Hasbro Bradley	42,952,000	94	40,375,000
13. Mars Inc.	42,780,000	73	31,229,000
14. Nissan	41,022,000	33	13,537,000
15. Warner-Lambert	40,920,000	82	33,554,000
16. Kellogg	40,641,000	65	26,417,000
17. Ford	40,598,000	27	10,961,000
18. Nestle	38,893,000	35	13,613,000
19. General Motors	38,358,000	28	10,740,000
20. Ralston Purina	35,451,000	25	8,863,000
21. MCI Communications	32,829,000	37	12,147,000
22. Nabisco Brands	30,444,000	59	17,962,000
23. Time Inc.	30,133,000	58	17,477,000
24. Chrysler	30,098,000	33	9,932,000
25. American Home Products	29,285,000	52	15,228,000
TOTAL	$1,411,941,000	55%	$774,792,000

Top 25 spot advertisers on independents, 1984

Company	Independent expenditures ($000)	Independent share (%) of spot TV dollars
1. Procter & Gamble	$160,350,000	67%
2. General Mills	71,910,000	79
3. General Foods	59,937,000	62
4. Anheuser-Busch	45,063,000	84
5. Hasbro Bradley	40,375,000	94
6. Pepsico	33,994,000	40
7. Warner-Lambert	33,554,000	82
8. Mars Inc.	31,229,000	73
9. Coca-Cola	30,923,000	51
10. Toyota Motor Sales	30,335,000	52
11. Kellogg	26,417,000	65
12. Lever Bros.	24,831,000	42
13. Dart & Kraft	21,661,000	41
14. Philip Morris	19,716,000	44
15. Nabisco Brands	17,962,000	59
16. Time Inc.	17,477,000	58
17. A.H. Robins	16,165,000	58
18. American Home Products	15,228,000	52
19. Beatrice	14,037,000	25
20. Reynolds Metals	13,719,000	63
21. Nestle	13,613,000	35
22. Mattel	13,561,000	95
23. Nissan	13,537,000	33
24. Colgate-Palmolive	12,266,000	57
25. MCI Communications	12,147,000	37
TOTAL	$790,007,000	58%

Top 20 spot categories on independents, 1984

Category	Total spot TV expenditures ($000)	Independent share (%) of spot TV dollars	Independent expenditures ($000)
1.Food & food products	$884,765,000	45%	$398,144,000
2.Automotives	562,729,000	34	191,328,000
3.Confectionary, soft drinks	334,824,000	52	174,108,000
4.Toiletries, toilet goods	262,818,000	52	136,685,000
5.Consumer services	221,753,000	33	73,178,000
6.Beer, wine	204,824,000	47	96,267,000
7.Travel, hotels, resorts	183,370,000	24	44,009,000
8.Household equipment, supplies	178,704,000	43	76,843,000
9.Proprietary medicines	147,998,000	56	82,823,000
10.Soaps, polishes, cleaners	144,213,000	57	82,201,000
11.Sporting goods, toys	140,497,000	90	126,447,000
12.Publishing, media	126,695,000	48	60,814,000
13.Apparel, footwear, accessories	112,780,000	43	48,470,000
14.Gasoline, lubricants, other fuels	104,323,000	34	35,470,000
15.Home electronics equipment	76,167,000	44	33,513,000
16.Jewelry, optical goods, cameras	70,152,000	38	26,658,000
17.Insurance	67,292,000	38	25,571,000
18.Office equipment, computers	63,483,000	24	15,236,000
19.Building material, equipment	56,267,000	44	24,757,000
20.Pet foods, supplies	55,987,000	44	24,634,000
TOTAL TOP 25	$3,999,541,000	44%	$1,777,136,000

Basketball cuts into network numbers

The combined network prime time ratings for the week ended March 10 were the second lowest of the 24-week-old season. Except for NBC's Thursday night lineup, where ***The Cosby Show***, ***Family Ties*** and ***Cheers*** broke season records, many network series suffered their worst performance since the 1984 Christmas/New Year's holiday week —a traditional low viewing period.

Nielsen's national prime time ratings showed CBS the winner for the 18th time this season, averaging a 16.2 rating and a 26 share, compared to a 15.8/25 for NBC and a 14.5/23 for ABC. CBS won Monday, Friday, Sunday and tied with NBC on Thursday. NBC—as it has for 18 of the 24 weeks—won Tuesday. ABC won Wednesday and Saturday.

The combined network rating/share totaled 46.5/74, compared to a 47.4/75 for the comparable week a year ago (week ended March 11, 1984). HUT levels averaged a 63.3 compared to a 63.0 last year. The lowest-rated week of the season was Dec. 24-30, 1984, when the combined network rating/share totaled 42.8/72.

Network analysts attributed the soft network viewing levels to the NCAA Big East conference games on Friday and Saturday night. David Poltrack, vice president, research, CBS-TV, noted that the average combined network share on Friday night since the beginning of the year has been a 75; on March 8 it was 68. And the average network combined share on Saturday night for the same period has been a 69; on March 9 it was a 62.

"Those two big drops are the result of NCAA cable and syndicated coverage," Poltrack said, adding, "We had some pre-emptions.

A repeat of NBC's ***The Cosby Show***, for the fifth time in the past six weeks, was the top-rated show, averaging a 28/42 and breaking its week-earlier ratings record. NBC had four of the top five shows, including ***Family Ties***, ***A Team*** and ***Cheers***.

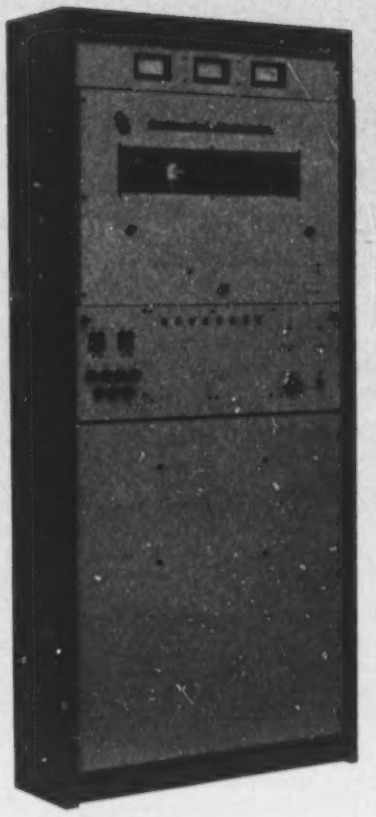
What few specials were on the schedule performed respectably, but not spectacularly. NBC's ***Father of Hell Town***, a two-hour made-for-TV movie with series potential and starring Robert Blake, averaged an 18.2/29 on Wednesday 9-11 p.m. (NYT). That rating was 25% above that time period's season-to-date average. ABC's ***Dynasty***, in the 9-10 p.m. block, scored a below-average 24 rating and was the third-ranked program of the week.

The Sunday 9-11 block was one of the most competitive two hours in prime time all season. ABC's ***Night of 100 Stars*** special averaged a 17.9/28 and tied for 19th with a repeat of the Clint Eastwood theatrical, "The Enforcer," on NBC opposite it. CBS averaged a 17.3 rating with ***Crazy Like a Fox*** and ***Trapper John, M.D.***

Another Clint Eastwood theatrical repeat, "The Gauntlet," on ABC's ***Monday Night Movie***, averaged a 17.4/26 and ranked 24th, helping the network to deliver a Monday-night rating more than one point better than its season-to-date Monday average.

Rank	Show	Network	Rating/Share
1.	The Cosby Show	NBC	28.0/42
2.	Family Ties	NBC	25.4/38
3.	Dynasty	ABC	24.8/36
4.	A Team	NBC	23.5/34
5.	Cheers	NBC	22.9/34
6.	Dallas	CBS	22.4/35
7.	60 Minutes	CBS	21.8/36
8.	Simon & Simon	CBS	21.8/33
9.	Kate & Allie	CBS	20.8/30
10.	Newhart	CBS	21.2/34
11.	Knots Landing	CBS	20.4/34
12.	Murder, She Wrote	CBS	19.7/29
13.	Highway to Heaven	NBC	19.3/29
14.	Riptide	NBC	18.4/28
15.	Hell Town	NBC	18.2/29
16.	Hotel	ABC	18.1/31
17.	Kids Don't Tell	CBS	18.1/29
18.	The Enforcer	NBC	17.9/28
19.	Night of 100 Stars	ABC	17.9/28
20.	Magnum, P.I.	CBS	17.7/26
21.	Crazy Like a Fox	CBS	17.7/26
22.	Falcon Crest	CBS	17.5/29
23.	TV Bloopers & Prac. Jokes	NBC	17.5/26
24.	The Gauntlet	ABC	17.4/26
25.	Cagney & Lacey	CBS	17.3/26
26.	Scarecrow & Mrs. King	CBS	17.1/24
27.	Trapper John, M.D.	CBS	16.9/26
28.	David Copperfield Special	CBS	16.5/26
29.	Knight Rider	NBC	16.2/24
30.	Romance on Orient Express	NBC	16.6/24
31.	Nesmith in TV Parts	NBC	16.6/24
32.	Fall Guy	ABC	16.6/24
33.	Diffrent Strokes	NBC	16.4/27
34.	Who's The Boss?	ABC	14.7/21
35.	Hardcastle & McCormick	ABC	14.6/21
36.	Benson	ABC	14.5/23
37.	Remington Steele	NBC	14.3/24
38.	Hill Street Blues	NBC	14.1/24
39.	Webster	ABC	13.6/22
40.	Love Boat	ABC	13.7/24
41.	T.J. Hooker	ABC	13.7/21
42.	MacGruder and Loud	ABC	13.7/21
43.	Moonlighting	ABC	13.6/23
44.	Miami Vice	NBC	13.5/23
45.	Finder of Lost Loves	ABC	13.2/26
46.	Double Trouble	NBC	13.1/23
47.	20/20	ABC	12.9/23
48.	Three's A Crowd	ABC	12.9/19
49.	Cover-Up	CBS	12.2/23
50.	Ripley's Believe It Or Not	ABC	12.0/20
51.	Airwolf	CBS	11.7/20
52.	E/R	CBS	11.6/17
53.	Gimme a Break	NBC	11.5/20
54.	Charles in Charge	CBS	11.5/18
55.	Code Name: Foxfire	NBC	10.8/17
56.	Street Hawk	ABC	10.8/17
57.	Matt Houston	ABC	10.7/18
58.	It's Your Move	NBC	10.5/19
59.	V	NBC	10.3/16
60.	Jeffersons	CBS	10.2/16
61.	Author, Author	CBS	10.1/16
62.	Silver Spoons	NBC	9.8/17
63.	Punky Brewster	NBC	9.8/16
64.	Alice	CBS	8.8/13
65.	Otherworld	CBS	8.2/14
66.	Buddy Buddy	ABC	8.1/13
67.	Berrenger's	NBC	8.8/11

*indicates premiere episode



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operate transmitter by remote control. App. March 5.

■ KGFJ (1230 khz) Los Angeles—Seeks CP to increase nighttime power to 400 w. App. March 8.

■ WCMQ (1210 khz) Miami Springs, Fla.—Seeks mod. of lic. to change SL to 1411, Coral Way, Miami. App. March 5.

■ New (930 khz) Sandwich, Ill.—Seeks mod. of lic. to change SL. App. March 8.

■ WFKT (1590 khz) Inez, Ky.—Seeks mod. of lic. to change SL. App. March 8.

■ KXAM (1440 khz) Helotes, Tex.—Seeks MP to change TL and make changes in ant. sys. App. March 5.

FM's

Accepted

■ KHFO (98.1 mhz) Osceola, Ark.—Seeks CP to change ERP to 52 kw. App. March 5.

■ KNDD (105.1 mhz) Lake Havasu City, Ariz.—Seeks mod. of CP to change TL; change ERP to 21 kw; change HAAT to 1,400.56 ft., and make changes in ant. sys. App. March 11.

■ KYXI (100.9 mhz) Yuma, Ariz.—Seeks mod. of CP to change TL; change HAAT to 1,075.84 ft, and make changes in ant. sys. App. March 5.

■ KYNO-FM (95.5 mhz) Fresno, Calif.—Seeks CP to change TL; change ERP to 50 kw; change HAAT to 492 ft., and make changes in ant. sys. App. March 5.

■ KAVC (105.5 mhz) Rosamond, Calif.—Seeks mod. of CP to change HAAT to 328 ft. App. March 11.

■ KZOZ-FM (93.3 mhz) San Luis Obispo, Calif.—Seeks CP to change TL and make changes in ant. sys. App. March 11.

■ *New (90.3 mhz) Crested Butte, Colo.—Seeks CP to install aux. transmitter at SL. App. March 6.

■ WRNG (96.7 mhz) Newnan, Ga.—Seeks mod. of CP to change TL; change ERP to 1 kw, and change HAAT to 543 ft. App. March 8.

■ KRTR-FM (96.3 mhz) Kailua, Hawaii—Seeks mod. of CP to change HAAT to 2,145.12 ft. and make changes in ant. sys. App. March 11.

■ KSEI-FM (102.5 mhz) Pocatello, Idaho—Seeks mod. of CP to change TL and change HAAT to 1,025 ft. App. March 8.

■ WKIO (103.9 mhz) Urbana, Ill.—Seeks mod. of CP to change ERP to 2.34 kw and change HAAT to 367 ft. App. March 5.

■ WMSK-FM (95.3 mhz) Morganfield, Ky.—Seeks CP to change HAAT to 279.27 ft. App. March 11.

■ WJIB (96.9 mhz) Boston—Seeks CP to change ERP to 12.3 kw. App. March 11.

■ WZOU (94.5 mhz) Boston—Seeks CP to change ERP to 11.6 kw. App. March 11.

■ WWCK-FM (105.5 mhz) Flint, Mich.—Seeks CP to change ERP to 3 kw. App. March 8.

■ KDOG (96.7 mhz) North Mankato, Minn.—Seeks mod. of CP to change ERP to .7 kw and change HAAT to 638.94 ft. App. March 5.

■ WOOR (97.5 mhz) Oxford, Miss.—Seeks CP to change TL; change ERP to 100 kw, and change HAAT to 984 ft. App. March 11.

■ *WCPE (89.7 mhz) Raleigh, N.C.—Seeks mod. of CP to move SL outside city of lic. App. March 6.

■ WBAZ (101.7 mhz) Southold, N.Y.—Seeks mod. of CP to change ERP to 2.88 kw. App. March 11.

■ WXGT (92.3 mhz) Columbus, Ohio—Seeks CP to change ERP to 21.9 kw and change HAAT to 1,557 ft. App. March 3.

■ WZLE (104.9 mhz) Lorain, Ohio—Seeks mod. of CP to change SL to 42815 North Ridge Rd., Elyria, Ohio. App. March 8.

■ KATT-FM (100.5 mhz) Oklahoma City—Seeks mod. of lic. to operate formerly licensed facilities as aux. App. March 8.

■ KKRB (106.9 mhz) Klamath Falls, Ore.—Seeks mod. of CP to change TL; change ERP to 44.26 kw; change HAAT to 726.19 ft., and make changes in ant. sys. App. March 11.

■ WHYL-FM (102.3 mhz) Carlisle, Pa.—Seeks CP to change TL; change HAAT to 328 ft., and make changes in ant. sys. App. March 5.

■ WYEF (96.7 mhz) Coudersport, Pa.—Seeks mod. of CP to change ERP to .74 kw. App. March 5.

■ WKBI-FM (94.3 mhz) St. Mary's, Pa.—Seeks CP to change HAAT to 334.56 ft. App. March 5.

■ *WEPR (90.1 mhz) Greenville, S.C.—Seeks CP to change ERP to 85 kw and change HAAT to 361 ft. App. March 5.

■ WDXZ (104.9 mhz) Mount Pleasant, S.C.—Seeks mod. of CP to change ERP to 1.65 kw and change HAAT to 425 ft. App. March 8.

■ KLSF (96.9 mhz) Amarillo, Tex.—Seeks mod. of CP to change HAAT to 599 ft. App. March 6.

■ KAUM (106.3 mhz) Colorado City, Tex.—Seeks mod. of CP to change HAAT to 157 ft.App. March 11.

■ KDSQ (101.7 mhz) Denison-Sherman, Tex.—Seeks CP to change HAAT to 275 ft. App. March 5.

■ WQPO (100.7 mhz) Harrisonburg, Va.—Seeks CP to change ERP to 50 kw; change HAAT to 500 ft., and make changes in ant. sys. App. March 11.

■ KLLH (96.7 mhz) Quincy, Wash.—Seeks MP to change ERP to .26 kw and change HAAT to 1,079 ft. App. March 11.

■ KZOK-FM (102.5 mhz) Seattle—Seeks CP to install aux. ant.; change ERP to 10.4 kw, and change HAAT to 425 ft. App. March 8.

TV's

Tendered

■ WCAE (ch. 50) Gary, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw; change HAAT to 1,623 ft., and change TL. App. March 4.

Accepted

■ WKXT (ch. 4) Jacksonville, Fla.—Seeks MP to change transmitter coordinates. App. March 7.

■ WMCC (ch. 23) Marion, Ind.—Seeks MP to change ERP to vis. 5,000 kw, aur. 600 kw; change HAAT to 1,082 ft., and change TL. App. March 6.

■ New (ch. 33) Shreveport, La.—Seeks MP to change ERP to vis. 4,532 kw, aur. 453.2 kw; change HAAT to 1,813 ft., and change TL. App. March 7.

■ WYOV (ch. 46) Norwell, Mass.—Seeks MP to change ERP to vis. 5,000 kw, aur. 500 kw and change TL. App. March 7.

■ WHSI (ch. 51) Portland, Me.—Seeks MP to extend completion date of CP. App. March 7.

■ WKAF (ch. 68) Syracuse, N.Y.—Seeks MP to extend completion date of CP. App. March 7.

Summary of broadcasting as of January 31, 1985

Service	On Air	CP's	Total *
Commercial AM	4,772	170	4,942
Commercial FM	3,743	418	4,161
Educational FM	1,178	173	1,351
Total Radio	9,693	761	10,454
FM translators	789	444	1,233
Commercial VHF TV	539	26	565
Commercial UHF TV	364	252	616
Educational VHF TV	115	2	117
Educational UHF TV	180	31	211
Total TV	1,198	311	1,509
VHF LPTV	204	74	278
UHF LPTV	112	132	244
Total LPTV	316	206	522
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

■ KIAB-TV (ch. 23) Garland, Tex.—Seeks MP to change ERP to vis. 5,000 kw, aur. 1,000 kw; change HAAT to 1,141.8 ft., and change TL. App. March 7.

■ *KHBU-TV (ch. 14) Houston—Seeks MP to change ERP to vis. 4,500 kw, aur. 450 kw; change HAAT to 1,336 ft., and change TL. App. March 7.

Actions

AM's

■ WPIK (990 khz) Flomation, Ala.—Granted app. to change power to 2.5 kw. Action March 4.

■ KTNX (1080 khz) Anchorage—Granted app. to change TL. Action Feb. 25.

■ KVOK (560 khz) Kodiak, Alaska—Granted app. to change TL and make changes in ant. sys. Action Feb. 28.

■ KHWY (1030 khz) Folsom, Calif.—Granted app. to make changes in ant. sys. Action Feb. 26.

■ KJOP (1240 khz) Lemoore, Calif.—Granted app. to increase nighttime power to 1 kw. Action Feb. 27.

■ KFBK (1530 khz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Feb. 26.

■ KRAK (1140 khz) Sacramento, Calif.—Granted app. to make changes in ant. sys. Action Feb. 28.

■ KEXO (1230 khz) Grand Junction, Colo.—Granted app. to change SL to 796 Valley Court, Grand Junction. Action Feb. 25.

■ WRHC (1550 khz) Coral Gables, Fla.—Granted app. to make changes in ant. sys. Action Feb. 27.

■ WEXL (1340 khz) Royal Oak, Mich.—Granted app. to increase nighttime power to 1 kw. Action Feb. 25.

■ WKSN (1340 khz) Jamestown, N.Y.—Granted app. to increase nighttime power to 500 w. Action Feb. 27.

■ WQXR (1560 khz) New York—Granted app. to make changes in ant. sys. Action Feb. 26.

■ WACK (1420 khz) Newark, N.Y.—Granted app. to make changes in ant. sys. Action Feb. 27.

■ WCNS (1480 khz) Latrobe, Pa.—Granted app. to make changes in ant. sys. and reduce power to 500 w. Action Feb. 28.

■ WUNO (1320 khz) San Juan, P.R.—Granted app. to increase night power to 5 kw. Action March 4.

■ KSKY (660 khz) Balch Springs, Tex.—Granted app. to make changes in ant. sys. Action Feb. 25.

■ KBAE (1380 khz) Everett, Wash.—Granted app. to make changes in ant. sys. Action Feb. 25.

FM's

■ WVRT (101.7 mhz) Gordo, Ala.—Granted app. to change SL. Action March 1.

■ WZNE (97.9 mhz) Clearwater, Fla.—Granted app. to change TL and change HAAT to 984 ft. Action March 4.

■ WRMF (97.6 mhz) Palm Beach, Fla.—Granted app. to change TL; change HAAT to 1,350 khz, and make changes in ant. sys. Action Feb. 27.

■ WPGA-FM (100.9 mhz) Perry, Ga.—Granted app. to change TL. Action Feb. 25.

■ KQID-FM (93.1 mhz) Alexandria, La.—Granted app. to change ERP to 3 kw; change HAAT to 171 ft., and make changes in ant. sys. Action Feb. 26.

■ WROR (98.5 mhz) Boston—Granted app. to change ERP to 8.1 kw. Action March 5.

■ *WMLN-FM (91.5 mhz) Milton, Mass.—Granted app. to increase maximum ERP to 172 w. Action March 5.

■ WUFN (96.7 mhz) Albion, Mich.—Granted app. to change ERP to 1.5 kw. Action March 5.

■ WIOG (106.3 mhz) Saginaw, Mich.—Granted app. to change ERP to 2.05 kw and change HAAT to 380 ft. Action Feb. 26.

■ WBKJ (105.1 mhz) Kosciusko, Miss.—Granted app. to change ERP to 25.02 kw; change HAAT to 305 ft., and change geographical coordinates. Action Feb. 22.

■ KSLE (105.5 mhz) Seminole, Okla.—Granted app. to change TL; change ERP to 2 kw, and change HAAT to 360 ft. Action Feb. 26.

■ WDHA-FM (105.5 mhz) Dover, N.J.—Granted app. to make changes in ant. sys. Action Feb. 22.

■ WCSF (96.7 mhz) Clifton Park, N.Y.—Dismissed app. to change TL and change HAAT to 339.81 ft. Action Feb. 28.

■ WQSC (100.9 mhz) Andrews, S.C.—Granted app. to change TL and change HAAT to 328 ft. Action March 5.

■ WYAK-FM (103.1 mhz) Surfside Beach, S.C.—Granted